



Together, we can save a life

Southeastern Michigan
Blood Services Region
Detroit, Michigan
www.semredcross.org

News Release NEWS RELEASE

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SOUTHEAST MICHIGAN RED CROSS DECLARES BLOOD EMERGENCY WINTER WEATHER, LOW DONOR TURN OUT DRAINS BLOOD SUPPLY

DETROIT- December 16, 2005— The American Red Cross of Southeastern Michigan has declared an emergency appeal for all eligible blood donors. Recent winter storms and low holiday season donor turn out are having a dramatic effect on local blood supply inventories. While donations typically slow down during the holidays, this season has already become exceptionally brutal to our community's blood supply. Blood collections will further shrink unless more individuals immediately take action and donate.

"Last week's snow storm resulted in numerous school closings. Five of those schools were scheduled to hold community blood drives. Missed donor opportunities with these five school drives alone equated to 390 fewer pints of blood collected in one day—that's over 1/3 of the 900 pints of blood local hospitals need each day," states Louise Eisenbrey, Director of Donor Services for the Southeastern Michigan Blood Services Region. "Please take an hour or so of your time to donate and help ensure blood is available for our local hospitals."

Whether you have never given blood before or you haven't donated blood in the last 56 days, now is the time to roll up your sleeve and give. To donate blood you must be in general good health, weigh at least 110 pounds and be 17 years of age or older. Call 1-800-GIVE-LIFE or visit www.givelife.org today to schedule an appointment or locate a blood drive or donor center. If you have already made an appointment, please make sure to keep your appointment.

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NOTE: In appreciation of community support, the Red Cross is raffling two vacation packages to sunny Orlando, Florida. Each presenting blood donor will receive the opportunity to enter to win a roundtrip air and hotel package for helping increase holiday blood donations.